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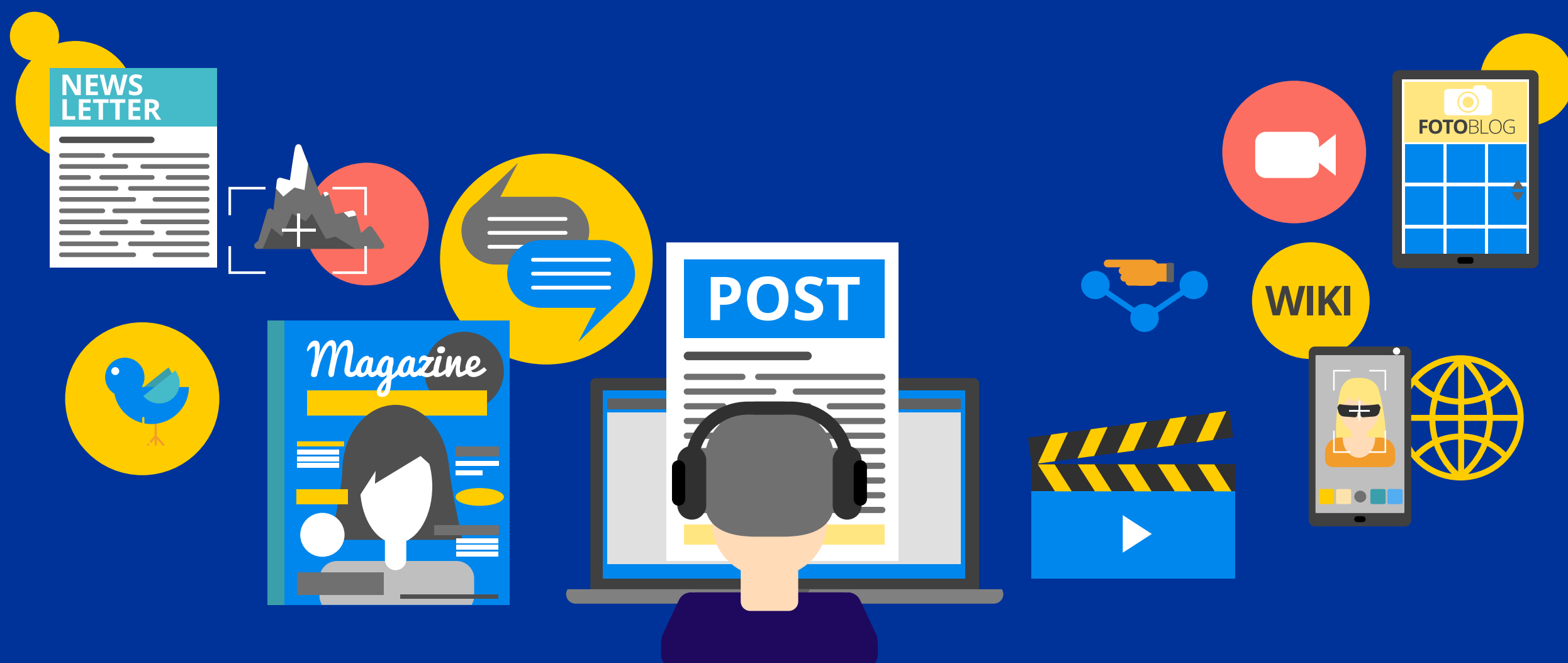
Training Programme
for Online Courses

Module 1

Media Literacy, Concepts & Theory

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Contents

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Welcome to Module 1:
Media Literacy, Concepts & Theory

This module is specifically tailored to provide foundational knowledge and understanding of media literacy concepts for its learners. By the end of this module, participants will have a clear understanding of the role media plays in daily life and the importance of being media literate, particularly in the context of older individuals.

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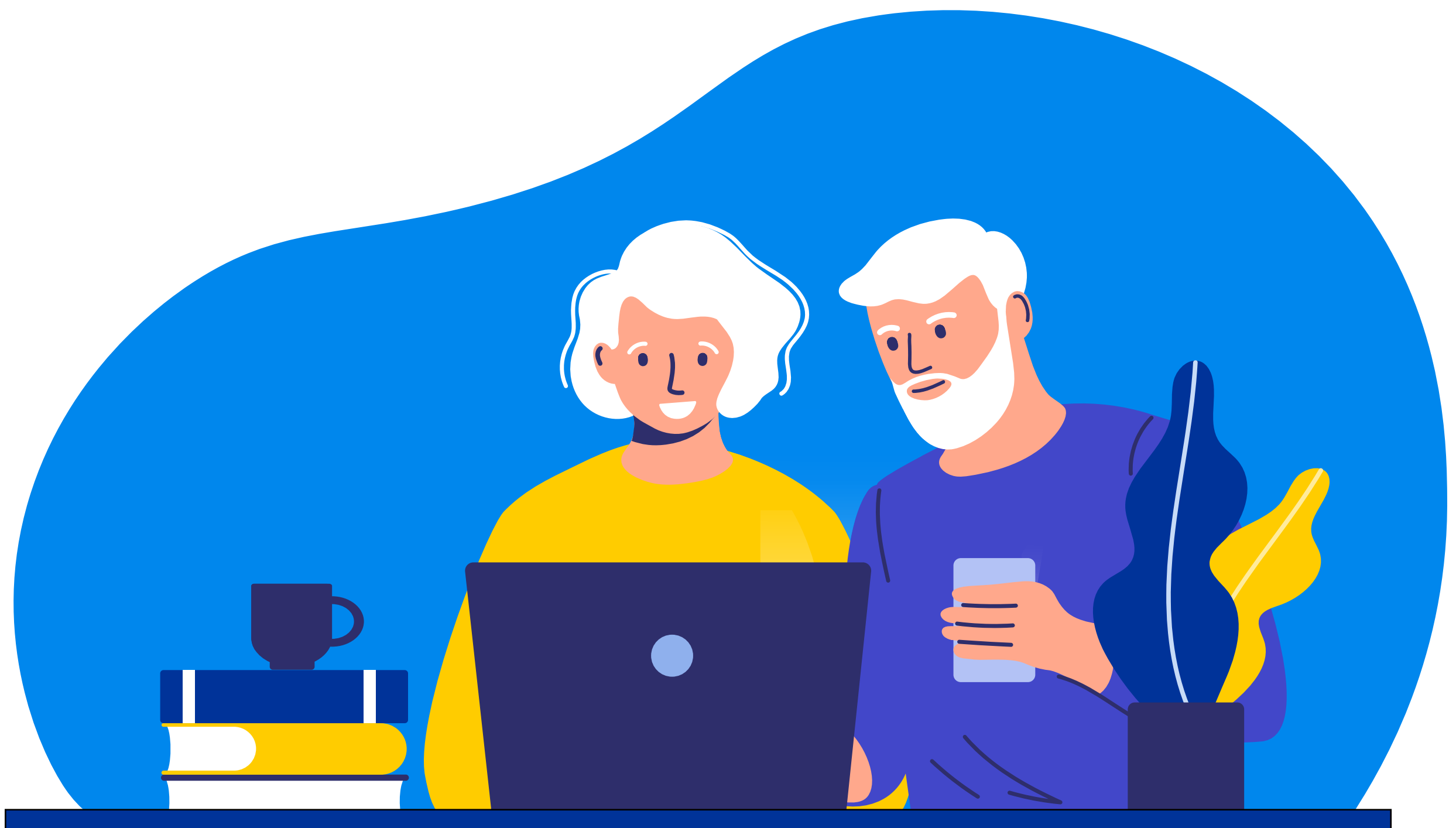
Let's delve into some key concepts and examples:

Media Literacy is the ability to access, analyse, evaluate, and create media in various forms. It includes understanding the different dimensions of media literacy: accession, usage, understanding, and participation. Media literacy is crucial for everybody as media shapes perceptions of reality and influences the quality of our lives.

The module will explore different forms of media encountered in daily life, both traditional (like newspapers and TV) and digital (such as social media and websites). It will also delve into concepts such as media content, representation, ownership, consumption, manipulation, and the distinctions between disinformation and misinformation. Digital Privacy is another important aspect, focusing on protecting personal information and understanding digital footprints. The course will discuss how to critically evaluate information found online and the importance of using digital devices safely.

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Activities and Learning Objectives:

Media Literacy Concepts Quiz Show:

This activity will help participants understand and remember media literacy concepts through an engaging quiz format. It will cover various aspects like media influence, critical thinking, information evaluation, and digital device usage.

Discussion and Reflective Questions:

This will encourage participants to think critically about media consumption and its impact on society. Questions will revolve around the importance of critical thinking in media, how media shapes reality, and the benefits of media literacy training.

Exploration of Media Literacy Topics:
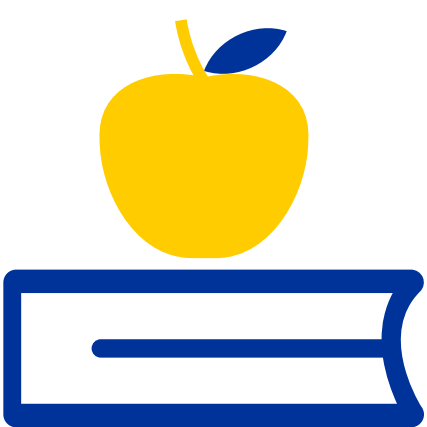
The module will cover diverse topics such as traditional vs. digital media, media content, representation, ownership, consumption, manipulation, digital privacy, disinformation, and misinformation. It will highlight how these aspects affect seniors' understanding and interaction with the media.

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Validation of the Module:

Upon completion, learners will have acquired knowledge about the pivotal role of media in society, skills in analysing and interpreting media messages, and competencies in making informed decisions about media consumption.

In conclusion, Module 1 - Media Literacy, Concepts & Theory is designed to empower elderly learners with the knowledge and skills necessary to navigate the media landscape effectively. It aims to enhance their understanding of media literacy and its impact on their daily lives, ensuring they can confidently and responsibly engage with various media forms.

Congratulations on embarking on this journey towards becoming more media literate and understanding the critical concepts and theories behind it. We encourage you to continue with the second lesson, good luck!

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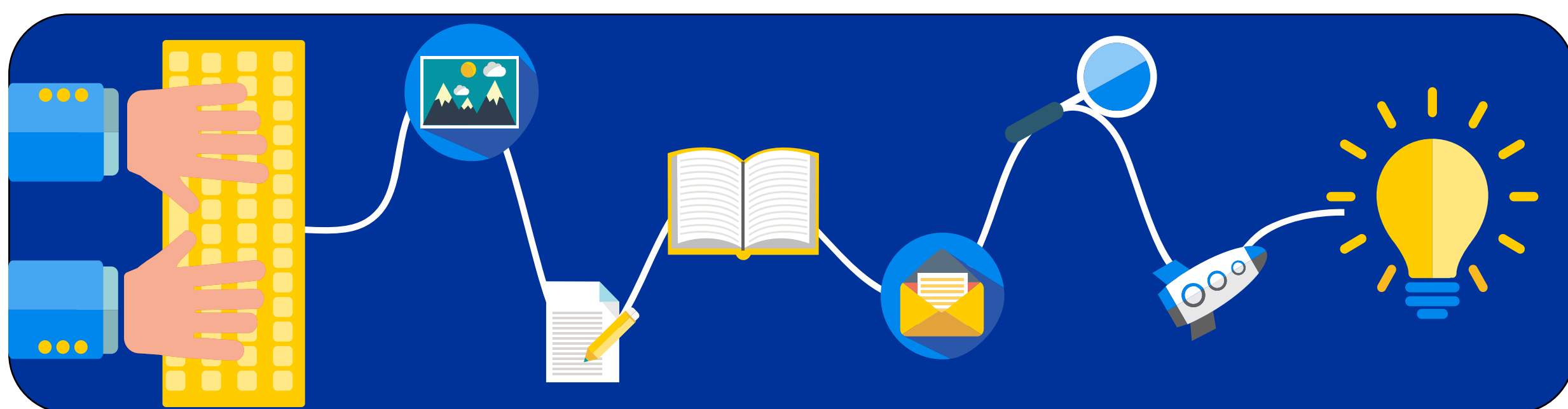
Introduction

The module is designed to build a foundation of understanding media literacy concepts rather than focusing on higher-level skills. It should facilitate the process of understanding and remembering concepts such as that media messages influence the quality of seniors' lives and shape perceptions of reality.

Learning Outcomes

By the end of this module, participants will be able to understand why media is important in daily life and provide foundational knowledge to facilitate media literacy training for older people.

Keywords

Media and social media, literacy, critical thinking, information, media consumption, finding online resources, evaluating information, detecting manipulation, being capable of using digital devices, safety, privacy, technology, and disinformation.

Subjects

Understanding Media Literacy: Introduce the concept of media literacy and its relevance in communities and society. It is advisable to adapt the content and resources based on the participant's specific needs and interests. Explore the benefits of being media literate and its impact on decision-making and personal well-being.

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What is media literacy?

Definition and dimensions of media literacy: Access, Use, Understand and Participate;

- **Introduction to key concept**

Different media encountered in daily life (traditional and digital);

Article:

🔗 https://notesread.com/types-mass-media-examples-daily-life

Media Literacy also includes being informed about concepts such as media content, representation, media ownership and so on.

> **Definition:** media literacy as "a framework to access, analyse, evaluate, create and participate with messages in a variety of forms — from print to video to the Internet."

🔗 https://medialiteracynow.org/challenge/what-is-media-literacy

Video:

🔗 https://www.youtube.com/watch?v=x6H8jpbcI0U

More info + infographics:

🔗 https://eavi.eu/lets-talk-about-media-literacy

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● Why is media literacy important?

Reflections on the following:

How has the "media" changed over the years?

Video:

🔗 https://www.youtube.com/watch?v=-T5gDAWDApA

🔗 https://www.youtube.com/watch?v=6Iyal2D2yX0

Article:

🔗 https://open.lib.umn.edu/mediaandculture/chapter/1-3-the-evolution-of-media

Impact on beliefs and behaviours - How does media affect personal life and society?

Article:

🔗 https://brilliantio.com/how-social-media-impact-our-life/

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Bias and disinformation -
Why has this message been sent?

The motivations behind the spread of bias and disinformation can vary depending on the individuals or groups involved. Here are some common reasons why people might engage in spreading biassed or false information:

1. **Agenda setting** - Individuals or organisations may have a specific agenda or goal they want to promote. Spreading biassed or misleading information can be a way to shape public opinion or advance a particular narrative that aligns with their interests.

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2. **Political influence** - Bias and disinformation are often used as tools for political manipulation. Actors may seek to influence elections, sway public opinion, or undermine political opponents by spreading misleading information.

3. **Economic gain** - Clickbait articles and sensationalised content can generate more online traffic, leading to increased ad revenue for websites and social media platforms.

4. **Misperceived ideological warfare** - in some cases, individuals may genuinely believe that they are engaged in a form of ideological warfare, where spreading certain information is seen as a means of defending their beliefs or values.

5. **Social or cultural division** - some actors may intentionally spread misinformation to deepen existing social or cultural divisions. This can contribute to an "us versus them" mentality and make it more difficult for people with differing views to find common ground.

6. **Manipulation and control** - governments or authoritative entities may use bias and disinformation to control the narrative, suppress dissent, or maintain power. This can involve the spread of false information to create confusion or fear among the population.

Some Useful Resources

EAVI – Cartoon available in 20 languages explaining what media literacy is

🔗 https://eavi.eu/a-journey-to-media-literacy-1-meet-jack/

EAVI Conversations:

» Media Literacy for all:

🔗 EAVI Conversations with Alexandre Le Voci Sayad: Media Literacy for All - YouTube

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» Media Education:

[Liesbeth Hop at EAVI Conversations 2020: Media Education - YouTube](#)

» Good Practices in Media Literacy:

[Dr. Charis Xinari at EAVI Conversations 2020: Good Practices in Media Literacy - YouTube](#)

» Media Literacy, Value and Europe:

[EAVI Conversations Webinar - Media Literacy, Values and Europe - YouTube](#)

Articles on Media Literacy:

[BLOG - EAVI](#)

[A digital media literacy intervention for older adults improves resilience to fake news | Scientific Reports (nature.com)](#)

Digital and Media Literacy – A Plan of Action,
A white paper by Renee Hobbs:

[ED523244.pdf](#)

Infographic about media literacy:

[See in Annex](#)

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Activity 1#: Media Literacy Concepts Quiz Show!

Learning objectives:

- Participants will understand the basics of media literacy concepts and theories.

- Participants will remember that media messages influence the quality of their lives and shape perceptions of reality.

- Participants will grasp the importance of media in daily life and its impact on society.

Materials/duration

- Materials: Quiz questions (prepared in advance), a projector or whiteboard, and markers.

- Duration: Approximately 1-1.5 hours.

- Quiz-Questions are available in Annex

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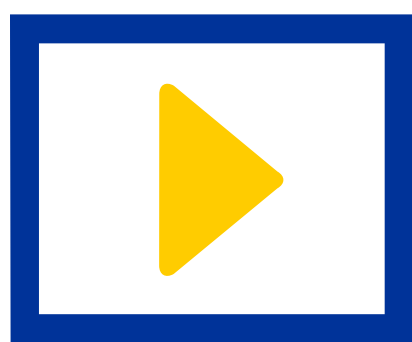
Implementation of the activity:

Step 1 - Preparation:

» Create a quiz show-style activity with media literacy questions related to concepts and theories. You can use PowerPoint or a whiteboard to display questions.

» Divide participants into teams or play individually, depending on the group size.

Step 2 - Introduction (5 minutes):

» Welcome participants and explain the purpose of the activity in order to reinforce understanding of media literacy concepts, as well as briefly introducing that this activity will be in the format of a quiz show.

Step 3 - Quiz Show (30-45 minutes):

» Present media literacy questions related to concepts and theories (see Annex), covering topics like media influence, perception, critical thinking, information evaluation, and digital device usage.

» Allow participants or teams to discuss and provide answers.

» After each question, hear about the answers of each participant and/or team and provide explanations, answers, and additional insights related to their answers.

Step 4 - Discussion (15 minutes):

» Facilitate a group discussion after the quiz show. This will consolidate the information the trainees receive on a reflective level. (See Annex 2/A)

» Ask participants about their key takeaways and any questions or concepts they found particularly interesting or challenging.

Recommendations for implementation

- Encourage participants to actively discuss each question, fostering collaborative learning.

- Use a mix of multiple-choice, true/false, and open-ended questions to engage various learning styles.

- Create a friendly and supportive atmosphere to make participants feel comfortable asking questions.

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Reflective questions

- Why is critical thinking important when consuming media content?

- Provide one example of how the media can shape perceptions of reality.

- How can media literacy training benefit people in the digital age?

- Critical thinking helps evaluate information for accuracy and bias.

- Answers may vary (e.g., media coverage of an event can influence how people perceive its significance).

- Media literacy training helps people navigate the digital world safely and critically, enabling them to make informed decisions and avoid misinformation....

Evaluation of the Module

Quiz for Self-Assessment

To be answered by learners at the end of the module

Questionnaire

To be answered by learners at the end of the module to measure the overall impact of the training program.

Validation of the Module

At the end of the Module, learners will have acquired

<u>Knowledge:</u>

The learners are able to

- Understand the pivotal role of media in shaping perceptions of reality and influencing the quality of life.

- Identify various aspects of Media Literacy, such as critical thinking, media consumption, media representation, and media Ownership.

- Recognize the complexities of media manipulation and digital privacy, as well as the challenges and effects of disinformation and misinformation.

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Skills:

The learners are able to

- Use critical thinking skills to analyse and interpret media messages and content.

- Recognize biases and underlying motives in different forms of media.

- Apply knowledge of digital well-being and civic engagement to evaluate media sources and content critically.

Competencies:

The learners are able to

- Make informed decisions about media consumption and its impact on personal and societal well-being.

- Effectively navigate the digital landscape, understanding the importance of digital privacy and avoiding misinformation.

- Use the advantages of being media literate to engage actively and responsibly in community and societal discourse.

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ANNEX for Module 1
Media Literacy, Concepts & Theory (EAVI)

1. CONCEPTS AND DEFINITIONS:

Media Literacy:

Media literacy refers to the ability to access, analyse, evaluate, and create media content critically. It involves understanding how media messages are constructed and how media can impact individuals and society's realities.

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Traditional Media:

Traditional media encompasses forms of mass communication that existed before the advent of digital technologies.

This includes print media (newspapers, magazines), broadcast media (television, radio), and other conventional means of disseminating information.

Digital Media:

Digital media refers to electronic media that uses digital technology for distribution.

This includes online platforms, social media, websites, digital television, and any content that can be created, distributed, and viewed using digital devices.

Media Content:

Media content refers to the substance or material conveyed through various media channels. This can include text, images, videos, audio, and interactive elements that make up the information or entertainment presented through media.

Media Representation:

Media representation involves the portrayal of individuals, groups, or ideas in the media. It explores how media constructs and

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shapes perceptions by highlighting certain aspects and omitting or downplaying others, influencing public understanding.

Media Ownership:

Media ownership refers to the control and possession of media outlets by individuals, corporations, or entities. The concentration of media ownership can impact the diversity of voices and perspectives within the media landscape.

Media Consumption:

Media consumption is the act of accessing and engaging with media content. This can include reading newspapers, watching television, listening to the radio, browsing online platforms, and other activities related to consuming information and entertainment.

Media Manipulation:

Media manipulation involves deliberate efforts to control or influence the content, framing, or dissemination of information in order to shape public opinion or achieve specific goals. This can include propaganda, misinformation, and other deceptive practices.

Digital Privacy:

Digital privacy refers to the protection of personal information and online data from unauthorised access, use, or disclosure. It involves

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controlling what information is shared online and how it is collected and used by digital platforms.

Disinformation:

Deliberately false or misleading information spread with the intention to deceive or manipulate.

Misinformation:

Inaccurate or misleading information is shared without the intent to deceive, often due to a lack of awareness or understanding.

Digital Well-Being:

Digital well-being involves the healthy and balanced use of digital technologies to enhance one's overall quality of life. It encompasses managing screen time, maintaining a positive online presence, and fostering a healthy relationship with technology.

Civic Engagement:

Civic engagement refers to active participation in community and societal activities, including political processes, volunteering, and public discourse. It involves individuals taking responsibility for and contributing to the well-being of their communities and society as a whole.

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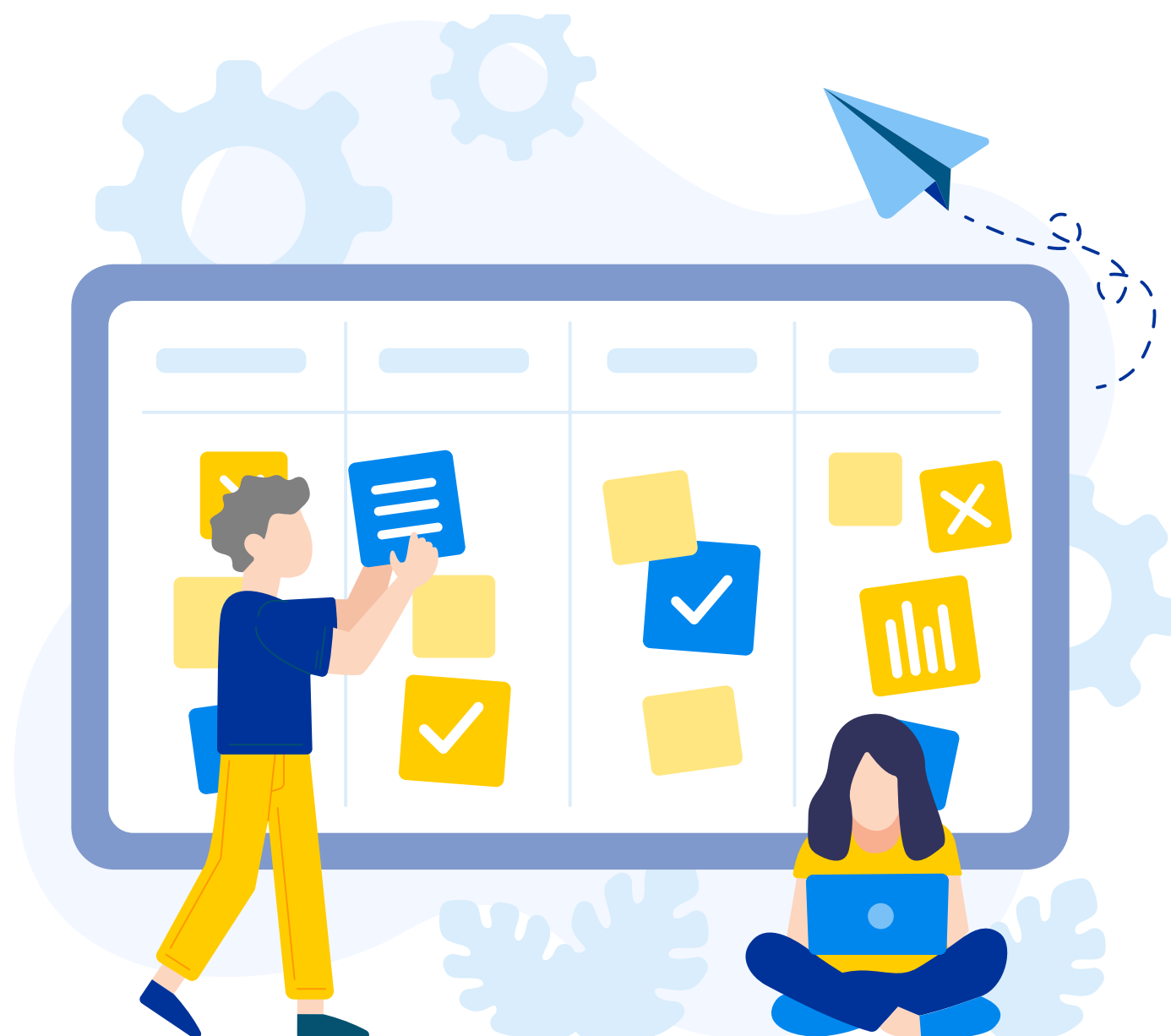
2. MEDIA LITERACY QUIZ SHOW QUESTIONS:

A The following open-ended discussion questions, which do not have specific and objective answers, are designed to stimulate thought and discussion on media literacy, focusing on real-life examples and hypothetical scenarios relevant to each media literacy concept sorted above.

- **Round 1: Media Content**

    Question: Imagine a news article titled "New Study Shows 90% of Teens Feel Stressed." Discuss how the focus on negative aspects in the title might influence public perception of teens.

- **Round 2: Media Representation**

  Question: Consider a fashion magazine that frequently uses photos of models with unrealistic body proportions. How might this affect societal beauty standards and self-esteem issues?

- **Round 3: Media Ownership**

  Question: A major news network is owned by a large corporation known for its industrial interests. How might this ownership affect the news network's reporting on environmental issues?

- **Round 4: Media Consumption**

  Question: Think about a scenario where a person only gets their news from social media platforms. What are the potential risks of consuming news exclusively from these sources?

- **Round 5: Media Manipulation**

  Question: Imagine a video clip of a politician is edited to change the context of their speech. Discuss the impact of such media manipulation on public perception and trust.

- **Round 6: Digital Privacy**

  Question: A social media company is found to be using personal data for targeted advertising without explicit user consent. What are the implications for user privacy and trust in digital platforms?

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- **Round 7: Disinformation**

  Question: How can disinformation, such as a fake news story about a health scare, impact public behaviour and trust in health authorities?

- **Round 8: Misinformation**

  Question: If a widely shared social media post incorrectly announces a natural disaster in a region where there is none, what are the potential consequences of such misinformation?

- **Round 9: Digital Well-Being**

  Question: Reflect on how constant exposure to sensational and negative news on digital platforms might affect an individual's mental health and overall well-being.

- **Round 10: Civic Engagement**

  Question: Discuss how social media can be a powerful tool for civic engagement and grassroots movements, using the example of an online campaign for environmental conservation.

B Alternatively or additionally, the following multiple-choice questions can also be used, for they are designed to challenge participants' understanding of various aspects of media literacy, encouraging them to think critically about the media they consume and interact with.

- **Round 1: Media Content**

  Question: What is the primary purpose of media content?
    a. Entertainment only
    b. To inform, educate, and entertain
    c. To promote products and services
    d. To express personal opinions of creators

  Correct Answer: b) To inform, educate, and entertain

- **Round 2: Media Representation**

  Question: How can media representation impact society?
    a. It has no real impact
    b. Influences fashion trends only
    c. Shapes perceptions and stereotypes
    d. Affects only the film industry

  Correct Answer: c) Shapes perceptions and stereotypes

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- **Round 3: Media Ownership**

  Question: Why is understanding media ownership important?
  - a. It influences the content and viewpoints presented
  - b. To know where to invest money
  - c. It helps predict stock market trends
  - d. Ownership details are usually hidden

  Correct Answer: a) It influences the content and viewpoints presented

- **Round 4: Media Consumption**

  Question: What is the risk of consuming media from a single source?
  - a. Increases general knowledge
  - b. Leads to a balanced perspective
  - c. Can result in a biassed view of issues
  - d. Improves memory

  Correct Answer: c) Can result in a biassed view of issues

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- ## Round 5: Media Manipulation

  Question: What is media manipulation?
  a. Using media for educational purposes
  b. Changing or distorting information in media
  c. The process of creating media content
  d. Reviewing media for quality

  Correct Answer: b) Changing or distorting information in media

- ## Round 6: Digital Privacy

  Question: What is a key concern in digital privacy?
  a. Speed of internet connections
  b. Unauthorised use of personal data
  c. The number of social media platforms
  d. Availability of digital devices

  Correct Answer: b) Unauthorised use of personal data

- ## Round 7: Disinformation

  Question: What characterises disinformation?
  a. Accidentally incorrect information
  b. Opinions of experts in the field
  c. Well-researched and verified facts
  d. Information that is deliberately misleading or false

  Correct Answer: d) Information that is deliberately misleading or false

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- ## Round 8: Misinformation

  Question: How does misinformation differ from disinformation?
  a. Misinformation is unintentionally false
  b. Misinformation is deliberately false
  c. Misinformation is always political
  d. There is no difference

  Correct Answer: a) Misinformation is unintentionally false

- ## Round 9: Digital Well-Being

  Question: What is an aspect of digital well-being?
  a. Focusing solely on digital interactions
  b. Balancing digital media use with other life activities
  c. Increasing time spent on social media
  d. Ignoring digital privacy concerns

  Correct Answer: b) Balancing digital media use with other life activities

- ## Round 10: Civic Engagement

  Question: How can social media support civic engagement?
  a. By providing entertainment
  b. Encouraging passive observation
  c. Facilitating the spread of misinformation
  d. Enabling sharing and organising around social issues

  Correct Answer: d) Enabling sharing and organising around social issues

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Entry Level Test - Media Literacy Concepts

Question 1: What is media literacy?
   a. A way to manipulate media content
   b. An ability to access and use media platforms
   c. A means to understand and participate in media elements
   d. A process to control media ownership

Question 2: Which of the following is NOT considered a dimension of media literacy?
   a. Understand
   b. Participate
   c. Evaluate
   d. Create

Question 3: How has the media changed over the years?
   a. It has become less accessible to elderly people
   b. It has become more biased and unreliable
   c. It has transitioned from traditional to digital platforms
   d. It has lost its relevance in society

Question 4: Why is media literacy important?
   a. It helps individuals make informed decisions and improve personal well-being
   b. It increases media ownership and control
   c. It limits access to certain media platforms
   d. It promotes bias and disinformation

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Correct answers:

Question 1: c) A means to understand and participate in media elements

Question 2: c) Evaluate Question

Question 3: c) It has transitioned from traditional to digital platforms

Question 4: a) It helps individuals make informed decisions and improve personal well-being

Exit Level Test - Media Literacy Concepts

Question 1: What are the dimensions of media literacy?
   a. Access, Use, Understand, and Create
   b. Access, Use, Understand, and Participate
   c. Read, Write, Listen, and Watch
   d. Access, Create, Engage, and Communicate

Question 2: Why is media literacy important?
   a. It helps improve decision-making skills
   b. It enhances personal well-being
   c. It promotes critical thinking and evaluation of media messages
   d. All of the above

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Question 3: What are some key concepts related to media literacy?
a. Media content and context, representation, and media ownership
b. Social media platforms, photo editing, and video streaming
c. Internet browsing, advertising, and gaming
d. Media ethics, content creation, and online safety

Question 4: How does media influence personal beliefs and behaviours?
a. Media shapes our opinions and can influence our decision-making
b. Media has no impact on personal beliefs and behaviours
c. Media only has a negative influence on individuals
d. Media is solely responsible for changing societal norms

Correct answers:

Question 1: b) Access, Use, Understand, and Participate

Question 2: d) All of the above

Question 3: a) Media content and context, representation, and media ownership

Question 4: a) Media shapes our opinions and can influence our decision-making

Resource: [Let's talk about media literacy! - EAVI](#)

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